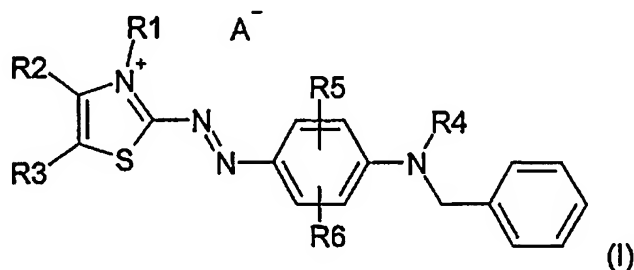


C L A I M S

1. Agent for the simultaneous brightening and coloring of keratin fibers, characterized in that (a) it contains an oxidant and (b) at least one thiazolium dye of formula (I) and that
5 (c) it has a basic pH



wherein

R1 stands for a saturated or unsaturated (C₁-C₁₂)-alkyl group, a halogen atom-substituted (C₁-C₁₂)-alkyl group, a hydroxy-(C₁-C₁₂)-alkyl group, a (C₁-C₆)-alkoxy-(C₁-C₁₂)-alkyl group, an amino-(C₁-C₁₂)-alkyl group, a (C₁-C₆)-alkylamino-(C₁-C₁₂)-alkyl group, a di(C₁-C₆)-alkyl-amino-(C₁-C₁₂)-alkyl group, a cyano-(C₁-C₁₂)-alkyl group, a substituted or unsubstituted phenyl group or a substituted or unsubstituted benzyl group;

R2 and **R3** can be equal or different and independently of each other stand for hydrogen, a halogen atom, a saturated or unsaturated (C₁-C₁₂)-alkyl group, a (C₁-C₁₂)-alkoxy group, a nitro group, an amino group, a (C₁-C₁₂)-alkylamino group, a di(C₁-C₁₂)-alkylamino group, a (C₁-C₁₂)-hydroxyalkylamino group, a di(C₁-C₁₂)-hydroxyalkylamino group, a substituted or unsubstituted phenyl group or a substituted or unsubstituted heteroaryl group;

R4 stands for hydrogen, a saturated or unsaturated (C₁-C₁₂)-alkyl group, a halogen atom - substituted (C₁-C₁₂)-alkyl group, a hydroxy-(C₁-C₁₂)-alkyl group, an amino-(C₁-C₁₂)-alkyl group or a benzyl group;

R5 and **R6** can be equal or different and independently of each other stand for hydrogen, a halogen atom, a saturated or unsaturated (C₁-C₁₂)-alkyl group, a hydroxyl group, a (C₁-C₁₂)-alkoxy group, a cyano group, a nitro group, an amino group, a (C₁-C₁₂)-alkylamino group or a di(C₁-C₁₂)-alkylamino group and

A⁻ stands for an anion of an organic or inorganic acid.

2. Agent as defined in claim 1, characterized in that **R1** stands for a saturated or un-

saturated (C₁-C₁₂)-alkyl group.

3. Agent as defined in claim 2, characterized in that **R4** stands for a saturated or unsaturated (C₁-C₁₂)-alkyl group.

5

4. Agent as defined in one of claims 1 to 3, characterized in that **A⁻** stands for a chloride, bromide, iodide, hydrogen sulfate, sulfate, toluenesulfonate, benzenesulfonate, mono-methylsulfate, hexafluorophosphate, hexafluoroantimonate, tetrafluoroborate, tetraphenyl-borate, formate, acetate or propionate anion.

10

5. Agent as defined in one of claims 1 to 4, characterized in that the compound of formula (I) is selected from among 3-methyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium chloride, 3-methyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium bromide, 3-methyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium monomethylsulfate, 3-methyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium acetate, 3,4-dimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium chloride, 3,4-dimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium bromide, 3,4-dimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium monomethylsulfate, 3,4-dimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium acetate, 3,5-dimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium chloride, 3,5-dimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium bromide, 3,5-dimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium monomethylsulfate, 3,5-dimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium acetate, 3,4,5-trimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium chloride, 3,4,5-trimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium bromide, 3,4,5-trimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium monomethylsulfate, 3,4,5-trimethyl-2-[[4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium acetate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium chloride, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium bromide, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium monomethylsulfate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium acetate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4-dimethylthiazolium chloride, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4-dimethylthiazolium bromide, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4-dimethylthiazolium

monomethylsulfate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4-dimethylthiazolium acetate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,5-dimethylthiazolium chloride, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,5-dimethylthiazolium bromide, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,5-dimethylthiazolium monomethylsulfate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,5-dimethylthiazolium acetate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4,5-trimethylthiazolium chloride, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4,5-trimethylthiazolium bromide, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4,5-trimethylthiazolium monomethylsulfate and 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4,5-trimethylthiazolium acetate.

6. Agent as defined in one of claims 1 to 5, characterized in that it contains the compound of formula (I) in an amount from 0.01 to 10 weight percent.

7. Agent as defined in one of claims 1 to 6, characterized in that it additionally contains at least one other oxidation-resistant direct dye and/or oxidation dye precursor.

8. Agent as defined in one of claims 1 to 7, characterized in that the ready-to-use colorant has a pH of 8 to 11.

9. Agent as defined in one of claims 1 to 8, characterized in that the oxidant is selected from among hydrogen peroxide and the compounds of addition thereof to urea, melamine, sodium borate or sodium carbonate.

10. Agent as defined in one of claims 1 to 9, characterized in that it additionally contains a persulfate.

11. Agent as defined in one of claims 1 to 10, characterized in that it is in the form of a 2-component agent consisting of a dye carrier composition (A) containing at least one thiazolium dye of formula (I) and a component (B) containing an oxidant.

12. Agent as defined in one of claims 1 to 11, characterized in that it is a hair colorant.